

# THE SIERRA MADRE NEWS.

VOL. II.

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, FRIDAY, AUGUST 28, 1908.

NO. 47.

## CITY BEAUTIFUL

### Some Suggestions as to the Development of Sierra Madre's Natural Charms.

Arriving in Sierra Madre at a time when a noticeable change is upon it, one that will enhance or destroy a natural beauty harmoniously supported and increased by inspiring groups of magnificent and, for the most part, appropriate trees; charmed with a distinct character neither common nor often attainable, each foot step engendered a hope of its preservation. This will require careful judgment and co-operation.

Much of the literature upon the proper planting for Southern California has been restraining and stultifying. In considering the protection and development of the special beauties of Sierra Madre one must rend the shackles and discuss with some frankness questions of taste. Proceeding with a few generalities by way of introduction it is proposed to offer from time to time "notes and observations" with more or less detailed reference to style of planting.

#### BEST TREES AND SHRUBS, THEIR GOOD AND BAD POINTS

A writer in Farm and Field Life says: "Harmony and simplicity is the combination to be sought after in the garden." This pleasing expression seems to hold all the philosophy. I wonder if there is one such garden in Sierra Madre. Perhaps there are many.

This principle does not exclude variety. With all the heterogeneous material now in use there is a deadly monotony in the ornamental planting throughout Southern California. This is due to the copyist, impressed with some place visited, and to the constant cry of the oracles to plant palms and evergreens (this term used does not refer to the Pine family.) What we see is referred to as the California style of gardening. Passing over the fact that Southern California is not typical of this glorious state, little of the planting referred to would stand examination from an esthetic standpoint.

What then shall we do? Let us observe, study, feel, seek out the secret of beauty—of lasting beauty. Since we are to consider first permanent pleasure in our trees and shrubs, let us beware of the beauty that palls.

For our different moods we may indulge in the most fiery of color masses, but let them be not permanent. Let us have periods of rest from the glare of the sun.

Then let us have individuality but not eccentricity or affectation. Neither should we bow too reverently to the prophets.

There are very many good things that we know we can grow here. There are probably many better ones which we shall find by trial will do well, delightful

trees and shrubs seldom seen or perhaps unknown in this region. This is true, too, of vines, annuals and herbaceous perennials, bulbs, etc. There is no end. Why plant what you see without finding out what you don't see and don't know?

#### TROPICAL PLANTS AND COMMON DOGMA

As to the moot question of palms and of tropical vegetation we are confronted with the awful Nemesis "De gustibus no disputandum." But without denying those who admire such things their right to do so it must be conceded, first of all, (and this will provoke surprise and possibly indignation) the vegetation of the temperate zones is the most beautiful; second, dwellers in tropical countries become weary of the exaggerated forms and lurid colors and long for the softer greens and subtle charms of better climes. Cannot we ask with reason whether Southern California is not already sufficiently bespattered with palms? And, as to the "eastern visitor," must we forever carry that Sinbad on our excoriated necks?

It is amusing to hear the expression "semi-tropic" applied to this region and to use this as a reason for insisting upon tropical plants. There is not in all Southern California an indigenous plant that could be classed as tropical. What a semi-tropical plant is would probably be an interesting thing to know. I think it would puzzle most botanists.

#### LOCAL CONDITIONS.

To consider local conditions, a pleasing beginning may be found in contemplating the base of the mountains. There is not a single note of discord. The more trees of either light or darker green leaves that are planted there the better. They seem to check the reflected heat of the Giant Wall. Turning about in the other directions the effect is very pleasing and without noticeable objection. The view, however, is already too much restricted. Too many trees cut off the view and the refreshing coast breezes to an extent much greater than is usually supposed.

The trees so far noted, Pine, Sycamore, Pepper, Eucalyptus, Oaks and Poplars, must surely be regarded as a most judicious selection. Nature did what she had to do. Man added a good selection. The more the Sycamore is studied the better it will be liked. This may be true of most pleasing trees and shrubs but seems especially so of this one. The White Oak is an extreme example of character, and has a beauty of its own. It seems to forbid companionship. The other Oak (*Quercus agrifolia*) is much handsomer and by far our best oak. All agree on the inestimable value and great beauty of the Pepper trees and nothing need be said of the Eucalyptus, so generally known and admired. They indeed appeal to us as characteristic of California in a way that cannot be said of any other of the introduced trees. I cannot deny myself an expression of the delight I experience in the Poplars noticed here and in Beaumont. They seem to be a fastigate form of the American Aspen, (*Populus deltoidea*). What may be grown in a new region is a question

## APPROVE SCHOOL BUILDING

### Alhambra Committee Come to Sierra Madre in Search of Ideas.

Tuesday morning a committee of Alhambra citizens visited Sierra Madre for the purpose of inspecting the school building here. In the party were School Trustees N. W. Thompson, T. E. Williams and E. E. Bailey, the first named being a republican nominee for state senator. The building was thoroughly examined in search for ideas for a new building in Alhambra. "This is by all odds the best we have seen," was the unanimous expression of the party who have been visiting a number of other cities for the same purpose.

### Mr. Wherry's Mother Dead.

Mr. R. R. Wherry has received word of the death of his mother at Berkeley Tuesday morning. Funeral services were held Thursday, with interment at Berkeley. Mrs. Wherry was the wife of Rev. Dr. John Wherry D. D., of Pekin, China. Dr. Wherry has been a missionary in China for forty years but ill health has compelled Mrs. Wherry to remain in this country since 1894, during which time she has lived with her children in various parts of this country. Four children also mourn the loss of their mother. They are Miss Edith M. Wherry of Berkeley, Dr. E. G. Wherry and J. Fred Wherry of Newark, N. J., and R. R. Wherry of Sierra Madre.

### A Communication.

Editor News.

Dear Sir:—Kindly permit me to use your columns to call attention to an evil and to suggest a remedy.

Many of the houses in Sierra Madre are rented from month to month to different tenants without any attention whatsoever being paid to fumigation or other necessary precautionary methods, and in view of the fact that the city council has not yet passed a compulsory fumigation law we believe that the landlords should fumigate their houses thoroughly after each tenant. This is due not only to themselves, but also to their tenants and their neighbors. Hence we suggest that all real estate men notify their landlords that they will not handle their houses unless they are so fumigated, regardless of the class of tenants that may have been in last.

In this mail we are sending a written notification to all those whose houses we handle and expect to ask the co-operation of the other real estate men in this. We earnestly invite the attention of landlords to this measure, and trust they will heartily endorse any such movement for the general welfare of this city. Very truly yours,

—A. S. Mead.

replete with surprises. What is appropriate is another side.

The preceding observations are in the nature of an introduction to the subject. In subsequent papers the discussion of a few general principles will be followed by notes, observations and discussions of particular plants.

LOUIS A. GREATA.

## GET THE ROADS

### That is All Sierra Madre Asks of E. J. Baldwin and the Highway Commission.

If "Lucky" Baldwin ever dies of apoplexy or hysterics Sierra Madre will probably be to blame for it. The days when he does not think Sierra Madre is plotting against his peace and prosperity are few and far between. The reception accorded his Arcadian disincorporation scheme up this way pleases him and his lieutenants not at all. In fact Sierra Madre has done nothing to please him since the people of the foothills beat him in court on the question of water rights and showed him he did not boss the earth even though he had a title to about 50,000 acres of it.

When Baldwin agreed to disincorporate that strip through the wilds of Arcadia so the county could relieve him of the expense of improving the roads he thought he was doing a charitable act for the dear public. His charity was only surpassed by the iniquity of Arcadia's incorporation. So why should Sierra Madre kick because a fence was left around the disincorporated strip so it could be incorporated again after White Oak avenue was boulevarded and the Santa Anita wash bridged at the county expense? Why, indeed?

Mr. Baldwin, so say the lieutenants who have done the talking for him, has acted solely in the interest of good roads for the public at large. If that is true his purposes and those of Sierra Madre are the same. Before the disincorporation proposition was ever raised the local Board of Trade had started a movement to raise a fund of several hundred dollars, intending to ask the privilege of co-operating with Arcadia in the improvement of that portion of Baldwin avenue between the Sierra Madre city limits and White Oak avenue. Baldwin insists that his plan will secure the improvement of White Oak avenue and of Baldwin avenue in addition.

Sierra Madre is not particular about the means used for the improvement of Baldwin avenue. This city has been isolated so long through county neglect and Baldwin's penury that any sort or degree of relief will be acceptable. The disincorporation scheme cannot be too strongly condemned as an injustice to this city. But it seems that an expensive and uncertain legal fight would be the only means of dealing with the proposition.

So if Baldwin's scheme works out for the good of everybody as he says it will Sierra Madre will send him a bouquet and a card of thanks. But first this city would like to see the color of some good oiled roads down that way.



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### Cooked Food Sale.

The cooked food sale for the benefit of the Public Library announced for tomorrow will be held in the building formerly occupied by the drug store. Attention is called to the change in the hour, the sale beginning at 9 a. m. and lasting until 1 p. m.

### Publishes Delinquents.

Editor Randall of the Highland Park Herald has decided to make public the names of all subscribers more than a year in arrears. He announces his determination with the following remarks, appending the correspondence he has had with one delinquent subscriber:

It is a rule of all newspapers that no subscriber may stop his paper until arrearages due are paid. Under a recent ruling of the postoffice department a publisher must discontinue sending the paper at second class postage after the subscriber is more than one year in arrears. This creates a hardship for the publisher as a few people will take advantage of it and refuse to pay. Hereafter the reasons given by those persons for not paying will be given in the paper, together with their names and addresses. If they have no reason, then we can only publish the name and address as a notice to them that no more papers can be sent because they have not paid for a year or more past. We have several cases of this kind now on hand. We present the correspondence in the first one this week.

Are you bothered with ants? Our ant paste will drive them away, sure. We guarantee it. W. E. Bechtelheimer, Druggist.

### Sunset for September.

"The Surprise of the Desert" is the title of the leading article in the September Sunset. In it Charles S. Aiken gives a vivid picture of the Imperial country, "the world's greatest oasis." This is the first of a series of twelve articles dealing with notable features of the far west. If the rest are as readable and as well illustrated as this one the series will be followed with interest. "The Entangled Church" is a story by Elliott Flower about a church that mixed in politics. "Bob" Evans' last victory and the place where he won it—Paso Robles—throws some light on a story never before told in full. There are two or three other stories and H. T. Payne, president of the California Game and Fish Protective association furnishes the second of a series of articles on "Game Birds of the Pacific." This article deals with turkeys, grouse and pheasants. "Sunset's Rodeo" is a department of never-failing interest, being a collection of stories picked up from here and there on the coast and each with something to make it worth while.

Building material is cheaper than it has been for years, now is the time to build. Gilbert, the contractor.

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## Brief Items of Interest

Mrs. John J. Graham is spending the  
week at Los Angeles and Long Beach.

Mr. Phillip Carter shot a fine 125-  
pound buck near the Quarter Way house  
Wednesday.

Mr. and Mrs. Frank R. Smith were  
guests Sunday of Mr. and Mrs. Joseph  
Sutleff at Monrovia.

Miss Metta Smith and brother Earl  
returned Wednesday from a week's  
visit with relatives at Long Beach.

Mrs. Lydia Anderson and daughter  
Marguerite Anderson have returned  
from an extended visit to Lincoln, Neb.  
and Alto Pass, Ill.

Mr. and Mrs. Linville of Moneta who  
have occupied the Hudson cottage for  
some time past returned to their home  
Tuesday.

Miss Katherine Torrance entertained  
at luncheon Friday at her home in Park  
Manor the Misses Marian and Harriet  
Ross of Los Angeles.

On Sunday Mrs. E. M. Tufts enjoyed  
a visit from her son, Mr. Charles Tufts,  
and the latter's daughter, Mrs. K. C.  
Kendall, of Holtville.

Mrs. A. M. Burnette and daughter  
Winnifred of Cleveland, Ohio, spent  
the first of the week with Mr. and Mrs.  
Chas. S. Kersting.

Mrs. R. H. Hudson spent Wednesday  
in Sierra Madre. She reports Mr. Hud-  
son's health improving. They expect  
to return to their home here soon.

Mr. Carter of Duarte, a lay reader,  
conducted the services at the Episcopal  
church last Sunday and will perform  
the same service next Sunday.

Mr. Roland D. Laws and Mr. Clarence  
Penn who will be pleasantly remem-  
bered as residents here a year ago, were  
guests at the home of Mrs. J. Rice  
Sunday.

Mrs. D. C. Jenkins has moved her  
household goods into the residence  
lately purchased from Mr. R. D. Rich-  
ards and the family are now getting  
settled in the new home.

Mrs. S. Caroline Collins entertained  
at luncheon on Saturday Mesdames Wm.  
J. Lawless and L. C. Torrance and were  
later joined by Mrs. H. J. Potter and  
the afternoon was pleasantly passed  
playing bridge.

Mrs. George Coapman who is spend-  
ing the season at Long Beach enter-  
tained at luncheon on Thursday the  
Lima Street Sewing society, composed  
of Mesdames Grant, Slavin, Sharpnack,  
Sisson, Harris and Misses Graham and  
Stanley.

Mr. R. D. Richards is spending a  
short time in San Diego, the guest of  
Mr. John B. Osborn. He writes the  
News of meeting Rev. and Mrs. Charles  
E. Bentham of Sierra Madre and hearing  
Rev. Mr. Bentham preach a very fine  
sermon at St. Paul's church last Sunday.

Miss Gertrude Kellogg, a sister of  
Mrs. Edith Whitworth, who has been  
touring the eastern states for several  
months, returned to Sierra Madre this  
week. She travelled with the Raymond  
excursion, visiting many of the import-  
ant cities of the United States and  
Canada.

Miss Minnie Clement left Thursday  
for Chicago.

Miss Adelaide Riesen of Monrovia is  
the guest of Mrs. Philip Carter.

Mr. Harvey Steinberger and Mr. Reece  
Stuart spent the past week at Ocean  
Park.

Miss Winnifred Graham returned  
this week from a visit with Mr. and  
Mrs. L. S. Whitmoyer at Pacific Beach.

Mrs. Dowd who has spent the past  
year here left Thursday for Durand,  
Wis., where she will make her future  
home.

Mrs. W. R. Townsend left Wednesday  
morning to join her husband at Sacra-  
mento where he has been for the past  
two months.

Mrs. A. C. Stilson of Los Angeles was  
the guest of her son Mr. E. S. Stilson and  
Mrs. Stilson one day this week before  
leaving for an extended visit in the  
east.

A. S. Mead reports the sale of parts of  
lots 8, 9, 10 and 12 of Hastings' sub-  
division to Mr. Joseph Bergien. He has  
rented the Hathaway cottage on  
Ramona avenue to Mr. W. P. Windsor  
of New York.

The result of the court decision de-  
claring the water rates fixed by the city  
council of Long Beach too low may re-  
sult in municipal ownership of the  
water plant that now serves the city.  
The water company has made a propo-  
sition offering the city an option on  
the plant, pending a bond election.

On a fourth attempt Covina has voted  
bonds for a \$60,000 high school building.  
The history of the various elections is  
rather an interesting one. The first  
election voted bonds in excess of the  
legal 5 per cent of the assessed value of  
the district, which invalidated the is-  
sue. The second election resulted in  
defeat by ten votes. The third was  
rendered void because insufficient time  
elapsed between the call and the elec-  
tion. This time it is believed all the  
legal technicalities have been complied  
with.

## Made the Wrong Sign.

Some naughty boys played ball in  
front of Uncle Henry Hosmer's office  
Wednesday afternoon, and now Alder-  
man N. H. Hosmer is thinking of fram-  
ing an ordinance to prohibit ball play-  
ing on the public streets and the  
throwing of baseballs through office  
windows. By the same token Mr.  
McBride is wondering how he will be  
able to buy cigars for the next few  
months. Captain Gray was trying out  
some recruits for his ball team when  
Uncle Henry came out to watch the fun.  
When McBride made a particularly  
brilliant catch over in front of the drug  
store, Uncle Henry felt moved to clap  
his hands by way of applause. But  
McBride was too modest to think of  
such a thing as applause and thought  
the motion meant "Put 'er here." He  
made a beautiful throw, but Uncle  
Henry sidestepped as the ball struck  
the sidewalk where he had been stand-  
ing and bounded against the big window,  
making a nice, big star with about  
seventeen points just under the real  
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# SIERRA MADRE NEWS

GEORGE B. MORGRIDGE  
Editor and Publisher.

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FRIDAY, AUGUST 28, 1908.

The News is pleased to present this week a contribution from Mr. Louis A. Greata on the subject of beautifying the city. It is the first of a series which will be presented from time to time. This is a matter of very general interest just at present in Sierra Madre and one which cannot receive too careful attention. Mr. Greata is a landscape gardener of experience and an expert botanist. He is a man of taste and culture, as well, and his ideas will be well worth studying. The valuable feature of these articles will be the fact that they deal with the peculiar needs of our city, for which Mr. Greata has a very great admiration. Certainly few communities are so greatly blessed from the scenic standpoint, and the problem is to preserve the distinctive character of the landscape and avoid any development not harmonious with natural conditions. Mr. Greata's conception of the best method of working out the problems will find expression in these articles and will doubtless be read with keenest interest.

Of the 3,000 voters in Riverside only thirteen went to the polls to vote on the question of raising \$15,000 by special tax for improvement of the high school property. That is the sort of indifference to the conduct of public affairs that leads to ring rule and boodling of the most aggravated sort. And the voters who neglect to express their views at the polls richly deserve to have the money they pay in taxes squandered. No matter if a given proposition is so meritorious that sentiment is unanimous in its favor every voter should show enough interest in the public welfare to go to the polls and vote. Such indifference as that displayed at Riverside is a warm invitation to the bosses and boodlers to get in their work.

No, the News is not trying to straddle the fence and be both kinds of republican at once. It even hates to refer to the existence of a fence dividing the G. O. P. The writer grew thoroughly sick of factional politics back in the Hawkeye state where such tactics brought the old time republican majorities of 60,000 down to a paltry 20,000. True, the division was not along the same lines as exist in this state. But the fight within the party is practically over for the present and it behooves all good republicans to put their shoulders to the wheel. The News is satisfied to be called "republican" without any qualifying adjectives.

Speaking of socialists, they have a peculiar brand down there at El Monte. One of the leading agitators against the existing order of things in general and the government in particular is the cashier of the First National Bank. It is said that another is at the head of one of the big dairies and that he practically dictates the price of butter in Los Angeles county. Know anything about him, Brother Whitaker?

One knocker in a town may counteract the work of several thoroughbred boosters. Constructive work in raising the standing of a community is a slow process, requiring much time and the hard work of many people. But destructive processes are far more rapid and insidious in their workings and may tear down the work of years in a very short space of time. Don't knock, even though you can't boost.

Some of the people who made the loudest noise in criticism of the grading and oiling on Baldwin avenue when it was only partially completed are now enthusiastic in their praise of our beautiful main thoroughfare. It might be well for the city trustees to screen from view each street while it is in course of improvement, basing their action on the Scotch adage: "Fools an' bairns shouldna see work half done."

El Monte may be the granary of Los Angeles county, as Brother Whitaker of the Gazette claims, but a perusal of some of his anti-socialistic editorials might lead one to the conclusion that it is also the hothouse. But even if they do have the county truck patch down there in the valley, their water supply soaks down to them from Sierra Madre's mountains.

It is unfortunate that one wing of the republican party chose to style themselves "Taft Republicans" as if there were some republicans who were not for Taft, first last and all the time.

The gloating, domineering tactics of the Times can hardly be said to be conducive to party harmony. The Times is not a good loser and is even a worse winner.

## Sanity of the Southwest.

The people with whom I come in contact, writes Allen Kelly in the Press of El Centro, talk about the work they are doing, the books they read, the rational recreations and amusements of the community. They think about and plan for the great development of productive industries in Imperial Valley. They are much interested in the building of a canal that is to put water upon thousands of acres of desert and cause homes and human beings to replace sand wastes and lizards, and not at all interested in squalid details of the debauches of perverts and degenerates oozing from a New York court room.

I have the feeling of being in an atmosphere of social sanity. In a great crowded, noisy city, all the people hurrying past with strained faces and tense nerves seem to me to be "milling" like a bunch of locoed steers. The denizens of New York, the people who could go away and live under rational

conditions but deliberately elect to stay in that Bedlam, surely have eaten of rattleweed. Not one in a hundred thousand of those bundles of noise-racked nerves knows, wants to know or would think it of the slightest importance if he did know that thousands of clean-living, clean-thinking, healthy, sane, cheery Americans have come into the desert to make ten blades of grass grow where none grew for ages.

The men who print papers for those demented people don't tell them anything of that sort. The New York editor would not give two lines of his space to Imperial Valley's development. He gives pages, day after day, to a harlot who slays a tin-horn gambler, and he really believes that stuff is useful information of the most important character. He is locoed, too; if he were not he either couldn't or wouldn't hold his job; he would escape from Bedlam, come to the southwest and let the desert winds blow the bats out of his belfry.

## DIRECTORY

### CITY OFFICIALS, SOCIETIES, CHURCHES, ETC.

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Treasurer—L. C. Torrance.  
Clerk and Assessor—J. A. Madden.  
Marshal and Collector—F. C. Lehmer.  
Recorder—J. A. Madden.  
Attorney—Walter Haas.  
Engineer—C. O. Mansur.  
Chairman Board of Health—Dr. R. H. Mackerras.  
Trustees meet in the City Hall, Kersting block, on Central avenue, second and fourth Thursdays of each month at 7:15 p. m.

#### BOARD OF TRADE.

President—J. W. Keys.  
Vice President—A. S. Mead.  
Secretary—M. H. Bridle.  
Treasurer—W. S. Andrews.  
Directors—J. W. Keys, A. S. Mead, C. W. Jones, M. H. Bridle, C. S. Kersting, J. J. Graham, W. S. Andrews.  
Regular meetings second Monday in each month.

#### CIVIC LEAGUE

President, L. Dietz.  
Vice President, M. W. Copps.  
Secretary, A. A. Rice.  
Treasurer, A. S. Mead.  
Directors, A. L. Caskey, V. L. Graham, G. W. Gill, L. Dietz, ex officio.

#### WOMAN'S CLUB.

President, Mrs. Charles E. Bentham.  
First Vice President, Mrs. George H. Letteau.  
Second Vice President, Mrs. M. W. Copps.  
Secretary, Mrs. Frank Wright.  
Treasurer, Mrs. W. S. Andrews.  
Meets second and fourth Mondays.

#### MONDAY MUSICAL CLUB.

President, Mrs. C. H. Baker.  
1st Vice President, Miss A. B. Climie.  
2nd Vice President, Mrs. Cora Costello.  
Secretary, Mrs. M. B. Brownson.  
Treasurer, Mrs. H. G. Flint.  
Meets first and third Mondays.

#### PUBLIC LIBRARY.

H. C. Potter, president; Mrs. L. C. Torrance, vice president; W. E. Bechtelheimer, secretary; Mrs. George Letteau, treasure; L. C. Torrance, auditor.

There are over 2,300 books in the Library, and the Reading Room tables are supplied with all the leading magazines and periodicals.

Membership in the association is open to any person of full age on payment of an annual subscription of two dollars or a single life subscription of twenty-five dollars. A monthly subscription of twenty-five cents entitles the subscriber to the use of the Library, but does not qualify such subscriber as a member of the Association.

The Library is open eight times each week, viz., on Monday, Tuesday, Wednesday, Friday and Saturday afternoons from 3 till 5, and Monday and Thursday evenings from 7 till 9 o'clock. The reading room will also be open Sunday afternoons.

#### CHURCH NOTICES.

**FIRST CONGREGATIONAL CHURCH**—Rev. James M. Campbell, D. D., pastor. Sunday School, 9:30 a. m.; morning service, 11 a. m.; Christian Endeavor, 6:45 p. m.; evening service, 7:30 p. m. Strangers are cordially welcomed.

The Ladies' Aid Society holds its business meetings on the first Tuesday of every month, at 3 p. m. Afternoon socials on the second and fourth Tuesdays, from 3 to 5 o'clock.

The Woman's Missionary Society meets on the third Tuesday of the month at 3 p. m.

**CHURCH OF THE ASCENSION (Episcopal)**—Rev. Charles E. Bentham, rector. Sunday school, 9:45 a. m.; morning prayer and sermon, 11 a. m.; evening prayer and sermon 7:30 p. m.; celebration of Holy Communion, first Sunday in month, at 11 a. m.; third Sunday in month, 7:30 a. m.; Saints' and Feast Days, 10 a. m. All seats are free. A cordial invitation is extended to strangers.

**ROMAN CATHOLIC** services Sunday morning at 8 o'clock at cottage on east side of Lima, between Central and Grandin. Rev. M. W. Barth in charge.

#### THE MAIL.

ARRIVES, ..10.15 a.m. LEAVES.... 8:00 a.m.  
..... 6:00 p.m. .... 4:30 p.m.

POST OFFICE HOURS—Delivery, 7:30 a. m. to 7:15 p. m. Money Order, 7:30 a. m. to 7:00 p. m. Lobby open Sundays 8 a. m. to 4 p. m.  
CABOT YERXA, Postmaster.

## TIME TABLES

### PACIFIC ELECTRIC RAILWAY

Leave Los Angeles		Leave Sierra Madre	
	12:05 p.m.	6:10 a.m.	1:10 p.m.
6:05 a.m.	1:05 "	7:00 "	2:10 "
6:25 "	1:25 "	7:42 "	2:42 "
7:05 "	2:05 "	8:10 "	3:10 "
8:05 "	3:05 "	9:10 "	4:10 "
9:05 "	4:05 "	10:10 "	5:10 "
10:05 "	5:05 "	11:10 "	6:10 "
	5:30 "		6:30 "
	6:05 "		7:05 "
	8:05 "		10:05 "
	11:30 "		

\*Combination express and passenger service.

### SANTA FE ROUTE

Santa Anita Station

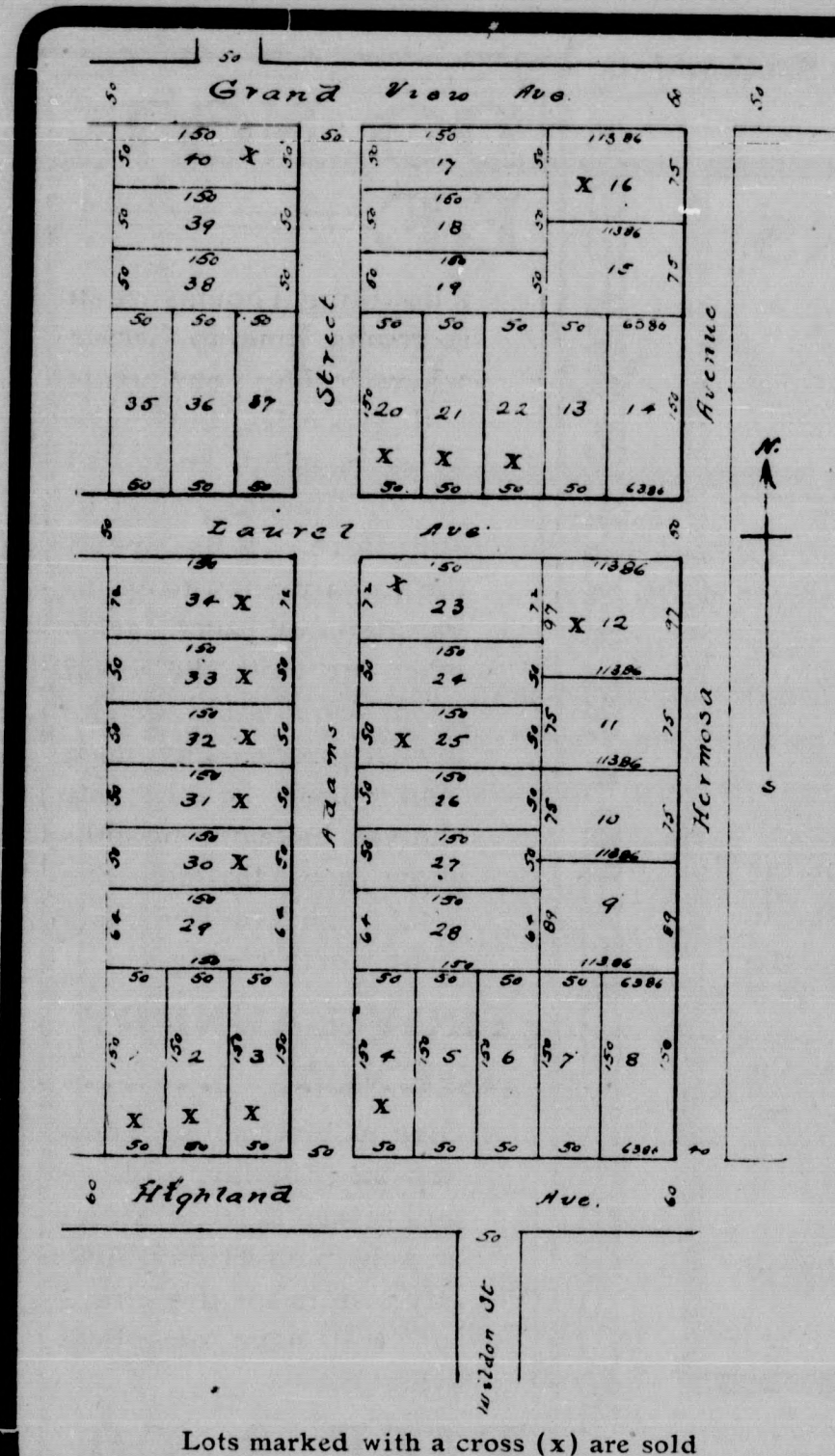
Arrive from Los Angeles and Leave for East:

8:14 a.m. Overland | 5:12 p.m. Local  
9:11 a.m. Local | 8:44 p.m. Overland  
10:38 a.m. Limited

Arrive from East and Leave for Los Angeles:

6:19 a.m. Overland | 4:56 p.m. Local  
7:34 a.m. Overland | 5:12 p.m. Limited  
6:11 a.m. Local





## YOUR BEST OPPORTUNITY

to secure desirable lots for home-building or for a speculation is before you NOW. Don't get the mistaken idea that because the

### Lots in the Sierra Madre Heights Tract

are high class property they are out of reach of your pocketbook. But prices will be advanced about September 15.

¶ Sierra Madre Heights lots offer the best inducements to be found in the city for home-making or speculation. More lots have been sold in this tract than any other since the first of the present year. Six houses have been erected and others will be erected soon.

**Consider some of these features:** Concrete walks and curbs; streets graded; good water service; reasonable building restrictions; superb view of valley and mountains; two blocks from car line; close to school, churches and business section. What more can you ask?

¶ Prices range from \$7.50 to \$12 per front foot. Easy terms. Inducements for cash.

See any agent or

## A. N. ADAMS CO.

Opposite P. E. Station

### Real Estate -- Insurance -- Rents

## Valley View TRACT

Central and Mountain Trail Aves  
Sierra Madre

Lots 50 x 150 feet

## \$500 UP

One-third Cash - Easy Terms

All Modern Improvements

### APPLY TO ANY AGENT

OR TO M. H. BRIDLE,  
114 N. Spring St., Los Angeles

### MONROVIA STEAM LAUNDRY

Ladies' and gents' clothes  
cleaned and pressed.  
Fine silks, laces and  
woolen goods a specialty.

All work guaranteed first class.  
Phone 87 Monrovia for driver

### Why Wear Any?

Here is a sample of the sort of bathing suit jokes they are perpetrating in in the effete east:

"Dear John—We reached here safe and sound,

Already I am feeling better;  
I think the ocean is profound;  
(Send Laura's bathing suit by letter)."

Twycross has sold the Dilworth place extending from Palm street to Carter Drive to Mr. Francis P. Conard of Santa Barbara. The place is beautifully situated near the mountains, is highly improved, with choice fruit and ornamental trees and a cozy residence. It is understood the consideration was about \$4,000. Mr. and Mrs. Conard have gone to Santa Barbara for their household goods.

I manufacture mission furniture of all kinds cheaper than you can buy it elsewhere. J. A. Gilbert, the contractor.

Twycross has sold a fine corner lot, at the corner of Wilden and Grandin to Mr. James D. Brown, recently from the east. He will build a residence soon.

Are you bothered with ants? Our ant paste will drive them away, sure. We guarantee it. W. E. Bechtelheimer, Druggist.

Bring your harness to the Sierra Madre Hardware Co., for repairs.

### WANTED \$6,000 Worth of Cheap Land

I will exchange my Los Angeles City property for same  
W. S. McKEE,  
Home 605 107 Security Bldg.,  
Main 60 5th and Spring Sts.

## AT THE FURNITURE STORE

Prices are still away down on Refrigerators,  
Dressers, Tables, Rubber Hose, &c. :: :: ::

Fireless Cookers are no longer an experiment.  
For one week a \$6.00 cooker for.....\$5.40

### F. E. HATHAWAY

FURNITURE, Phone Black 36

Pittsburg Perfect Field Fence  
Ellwood Lawn Fence  
Union Lock Poultry Fence

THE

### L. W. Blinn Lumber Co.

Phone Black 23

### Contractor and Builder STRUCTURAL ENGINEER

Plans executed and estimates furnished for any class of work  
F. H. JEWELL Laurel Ave., East of Mountain Trail



## WHAT SIERRA MADRE OFFERS

Public Library  
Ample Rainfall  
Perfect Drainage  
Absolutely no Mud  
Two Strong Churches  
Purest Mountain Water  
Best of Graded Schools  
Altitude 750 to 1200 Feet

Hourly Car Service to Los Angeles  
Electricity for Power and Lighting  
Miles of Tamped, Oiled Streets  
Freedom from Fogs and Fleas  
Both Telephone Systems  
Free Pasadena Connections  
Superb Valley View  
Invigorating Air

Sierra Madre is rapidly growing in favor as a suburban residence community. Building operations have been actively carried on ever since the coming of the electric car line, numerous modern homes being erected by people of moderate means. The pure, dry air and sparkling mountain water are like a tonic to the business man who spends the day in the city.

No matter which way one turns he is confronted with a beautiful view, the Sierra Madre mountains on the north and the San Gabriel Valley spread out below on the south. Thirty miles away the ocean can be seen and on clear days the Catalina Islands loom on the horizon, sixty miles distant.

COME TO SIERRA MADRE! If you can't come, write for an illustrated booklet and further information.

The News office has prepared this brief statement of some of the attractions offered in Sierra Madre as a residence community in suitable form to be printed on the back of a business letter head. It was done primarily to

be placed on the News stationery. However, the idea impressed favorably one or two business men who thought it worth placing on their own stationery. It should be a very effective advertisement for Sierra Madre if sent out on

the back of every business letter mailed from here. If others wish it placed on their stationery the work will be done at nominal cost, say just what the press work is worth, no charge being made for the composition.

## SUMMER RATES

Round trip tickets on sale for August 17, 18, 24 25, September 15, 16,  
VIA THE

## Southern Pacific

\$ 72.50 Chicago and return  
73.50 St. Paul and Minneapolis  
108.50 New York, Philadelphia, or Montreal  
110.50 Boston  
63.90 Sioux City

**TEN DAYS going, NINETY DAYS RETURNING**

BUT NOT LATER THAN OCTOBER 31, 1908.

Liberal stopover privileges—LOW RATE TICKETS GOOD ON THE ELECTRIC LIGHTED OVERLAND LIMITED AND GOLDEN STATE LIMITED—DAILY TO CHICAGO AND EAST.

We can plan your trip to any point (including EUROPE) and sell tickets via ALL routes. Full particulars on request.

G. L. TRAVIS, Coml. Agt.,  
Pomona, Cal.

H. P. MONAHAN, Agt.,  
148 E. Colorado St., Pasadena, Cal.

### Nearing Completion.

The new residence of Mr. Grant E. Morgan, our popular water superintendent, on Lima street, will be completed in a few days. Mr. M. M. Mauck, Sierra Madre's new contractor in painting,

staining, papering, tinting, etc., is doing some excellent interior finishing and decorating on this building.

We need another delivery horse in our business. We want to buy a good horse. O. K. Cash Department Store.

## DO NOT BE

a doubting Thomas when it comes time to decide where to buy your meats and groceries, but make up your mind, once and for all time, to come to our store. Why spend the extra money to go to Pasadena or Los Angeles when we have the finest goods obtainable at the lowest prices. Pay us a visit—look over our shelves, have our butcher show you through our meat refrigerator—it is a sight worth seeing.

### TROY LAUNDRY AGENCY ...

Give us your soiled laundry on Monday, and we will return it, fresh, sweet and clean on Friday. Also any orders for dry cleaning will have our best attention.

## PAGE & CO.

### NOTICE!

A public dumping ground has been provided for the dumping of cans and rubbish near East Central avenue, immediately west of the pumping plant. No organic or inflammable material will be permitted to be dumped on this ground.

F. C. LEHMER, Marshal.

By order Board of Trustees.

### SIERRA MADRE BRANCH of the

### LINCOLN - ROOSEVELT LEAGUE

J. A. Osgood, president.  
J. C. Dickson, S. R. G. Twycross, W. P. Caley, vice presidents.  
M. W. Copps, secretary.

The Lincoln-Roosevelt League in California was formed for the purpose of freeing the Republican party of this state from the control of the Southern Pacific political machine.

## Reynolds, Renaker & Hathaway

FUNERAL DIRECTORS

Embalming Cremating

BLACK 36

### Card Party.

Mr. and Mrs. G. H. Letteau have kindly offered their residence for the next card party to be given by the Woman's Club on Tuesday evening, Sept. 8th. The usual games, whist, finch and five hundred will be played. Tickets may be obtained of members of the committee. All those who desire to enjoy this social evening and aid the excellent work the Woman's Club have undertaken are invited to engage tickets early as the number is limited to eighty.

Are you bothered with ants? Our ant paste will drive them away, sure. We guarantee it. W. E. Bechtelheimer. Druggist.

## G. A. Peterson

Painting--Varnishing--Tinting

SUFFOLK AVE., SIERRA MADRE

Established  
Twenty-five Years

Home Phone Black 11  
Sunset Phone Pasadena Main 8556

Office Phone, Home Green 25

## S. R. G. Twycross

Cor. Central and Baldwin Ave.

Real Estate and Insurance

Notary Public

Carriage to and from Electric Cars.

Public Bus Line

Express

Livery

Wood and Coal



## BY WAY *of* PROPHECY

During the last twenty-one months, one hundred and thirty-seven new houses and stores have been built or started in Sierra Madre. This means a gain of nearly fifty per cent, or thirty per cent a year. Now there is no reason why this rate of growth should not be increased. If in Glendale they are building at the rate of a house every day, and in South Pasadena are issuing building permits at the rate of \$60,000 per month, Sierra Madre should and must do better than thirty per cent a year.

However, that we may not be accused of over-optimism, we will suppose that Sierra Madre will grow only at the rate of thirty per cent per annum. DO YOU REALIZE WHAT THIS MEANS?

Our corporate limits contain 1100 acres. A considerable portion of this is not desirable for residence purposes. A much larger portion is contained within ranches which will in all probability remain undivided for many years to come. Then this growth of thirty per cent must take place on what is left—not nearly half of 1100 acres. And yet, some cry high prices and a sure depreciation.

Shame on such short sightedness! Hide your heads ye pessimists! Depreciation? Yes—when people stop coming to Southern California and good homes are no longer attractive to buyers. Thirty per cent a year growth means in only a very few years this whole mesa covered with beautiful homes. It means that instead of a village we must have a city—a city of high class residences and higher toned citizens.

So long as men and women love the beautiful, so long as the rich and the artistic come to California, so long will Sierra Madre draw these men and women to its doors.

Are you looking for a good place to put your money? Place it in Sierra Madre property, which by no foreseen condition can depreciate and which must by the very inevitability of circumstances constantly rise in value. Whether we want people here or not, come they will, and when they come, they will stay.

Buy city lots,—buy them at country prices, and wait three years. You are just as sure to make money as the sun rises.

### SEE US FOR THE FOLLOWING BARGAINS

Lots, 50x150, two blocks from the car, all street work complete, terms, \$450.00.

East front corner lot on car line, one of the best streets in the city, \$400.00.

Central avenue residence lot, 175 feet deep, south front, \$500.00.

South front lot, 50x150, street work all done, good fruit trees, two blocks from car, \$400.00.

South front lot, 50x190, three room house, fruit and shade trees, terms, \$750.00. Unusually good chance.

East front Baldwin avenue lot. Prettiest home site in the city, terms, \$700.00.

East front Baldwin avenue lot, 150x225, six room house, lawn, flowers, fruit, half block from car line, a bargain, \$5500.00.

These are but samples of the kind of bargains we are handling every day. Come in and look them over.

## A. S. MEAD, Real Estate, Insurance

### FIRST NATIONAL BANK BLDG., OPP. STATION

PHONES: BLACK 42, BLACK 37

SUNSET, PASADENA MAIN 9623



# HARDWARE

## Plumbing and Tinning

### GARDEN HOSE

"ELECTRIC" IS THE BEST. CUT ANY LENGTH

### "New Perfection" Summer Cook Stove

Come and See Our 1-Minute Oil Stove.

Refrigerators and Ice Boxes

## Clark and Graham

The Electric  
Current is  
the safest method  
of lighting

## Edison Electric Co.

PHONE 6 MONROVIA

THERE'S A NEW MAN at the store of the Sierra Madre Hardware Co. He is a homely old crow but he is there at your service to show you the goods and to sell them to you if good goods and right prices make it possible. ¶ He is also a harness maker and is prepared to do all kinds of harness work. Satisfaction guaranteed. ¶ Come in and get acquainted.

—Sierra Madre Hardware Co.

## Have You Ever Taken The Great Trip Up Mt. Lowe?

IT'S THE MOST MARVELOUS MOUNTAIN RAILWAY JOURNEY  
IN THE WORLD.

Rate from Pasadena \$2.25 Five Cars daily

The Pacific Electric Railway

### Think It Over.

No, it doesn't pay to advertise. But when Mr. E. S. Stilson advertised for his lost fountain pen in last week's News, which went to the post office about five o'clock Friday, the pen was returned to him early Saturday morning.

There were also three inquiries before noon Saturday, for a single piece of real estate which was advertised in the News classified column.

### NOTICE!

All persons who desire to satisfy themselves as to the accuracy of their bills for street improvements, and who desire any information concerning same, can obtain the information from the undersigned.

J. A. MADDEN,  
City Clerk.

Are you bothered with ants? Our ant paste will drive them away, sure. We guarantee it. W. E. Bechtelheimer, Druggist.

Remember, when you buy goods at the O. K. Cash Department store you always get the best for the least money. "Quick sales and small profits" is always our motto. Our deliveries have always been prompt. We will try to do better as soon as we put on another wagon.

I will furnish you a lot and build your house cheaper than you can get it from any man in Sierra Madre. J. A. Gilbert, contractor.

Pasadena Star.—The vacation season being about over, everybody will return home and proceed to take a long and much-needed rest.

Are you bothered with ants? Our ant paste will drive them away, sure. We guarantee it. W. E. Bechtelheimer, Druggist.

Miss Mae Campbell and Mr. A. H. Ferguson returned today from Catalina. They brought an 18-pound yellowtail to be divided between A. S. Mead and the editor, as proof of Dr. Campbell's prowess as a disciple of Ike Walton.

## NEWS WANT COLUMN

### FOR SALE

FOR SALE OR RENT—First class piano. Call Red 18. 46\*

FOR SALE—Carbon paper in any quantity at the News printery.

FOR SALE—Homer pigeons, 3 pairs for \$1. Apply to A. S. Mead. 47

FOR SALE—Jersey cow. See Robt. Merrell, at Norris' store. 47\*

FOR SALE, RENT OR EXCHANGE—First class piano. Call red 18. 47

FOR SALE—Nice couch, almost new. F. C. Lehmer, Red 21. 47

FOR SALE—Good Jersey cow, four years old, fresh middle of next month. Inquire News office.

FOR SALE—Three-room house, lot 50x190, with nine orange trees, two lemons, large live oak, and peppers, south front, three blocks from car line. Price, \$750.00, good terms. Inquire this office. 47

FOR SALE—Ripe winter Casaba muskmelons and watermelons at ranch prices; 12 kinds of table grapes, choice at 2½ cents per lb; 8-foot cypress posts cheap. A. A. Rice, Live Oak Ave., phone Blue 11. 48

### WANTED

WANTED—\$2,000 at 8 per cent; \$500 at 8 per cent for two to three years on income property. A. N. Adams Co. 47

WANTED—Your ad in the classified column of the News, when you have anything for sale, exchange, to rent, lost or found.

WANTED—To give good stock paying from six to eight per cent in exchange for equities in one or two Sierra Madre lots. Inquire this office. 47

### LOST AND FOUND.

LOST—About July 28th necklace of small gold beads, heart pendant, set with rubies and pearls, engraved "Georgine." Mrs. Chas Hall Perry. 47\*

### FOR RENT

FOR RENT—Furnished 6-room bungalow, on Sunnyside, near Highland. See Robt. Merrell, at Norris' store. 47\*

TO LET—Nicely furnished room for a gentleman; three blocks from center of town. References. Inquire News office. 47

Coal has advanced, but we are selling at summer prices for a short time only. Sierra Madre Feed and Fuel Co.

## Are You Getting ? Good Potatoes ...

We invite your attention to our Northern Potatoes which we have just received. No Dark Specks, no Dry Rot; but a first class Cooking Potato. Our price by the sack is \$1.75 per cwt., or 12 1-2 lbs. for 25 cts.

It is cheaper to pay a good price for a first class article, where there is no loss, no waste, than to buy a cheap article at a cheap price (just because it is cheap) and then throw one-half of it away.

Fresh Fruits, Vegetables, Berries, Melons, etc., every morning

SIERRA MADRE DEPARTMENT STORE  
S. R. NORRIS, Prop.